



# Business of Sport Management

*By John Beech, Simon Chadwick*

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## **Business of Sport Management** By John Beech, Simon Chadwick

The scale and importance of the lucrative sport industry demands quality business professionals. This ground-breaking new book equips the manager and future manager of sport organisations with the tools they need to deliver. The Business of Sport Management is ideal for students of sports management on programmes of leisure studies, sports studies and business studies. Written and contributed to by leading academics and practitioners in UK, Europe and Australia it is also of great interest to practitioners working in sport businesses. Blending both theory and practice The Business of Sports Management looks at the distinctive context of sport organisations. It then looks at management theories and practice within the functional areas such as finance, human resource management and marketing. Finally it considers contemporary issues of importance such as sponsorship and endorsement, risk management and the media. Set in an international environment the authors have been careful to choose stimulating examples from a wide variety of sports.

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## **Business of Sport Management** By John Beech, Simon Chadwick Bibliography

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## **Editorial Review**

### Review

"Eureka! A long overdue sports management publication which covers a wide range of issues and resists filling its pages with case studies from American sports that have little or no bearing outside the US." "An impressive group of academics have produced one of the best sports management books so far. The book goes into great detail in a number of areas and is interspersed with humour to make otherwise dull subjects more entertaining. Readers are also challenged to give their interpretation of events." Reviewer: Peter Miller, Soccer Consultant Read what the experts have said about this book at: [www.im-reports.com/SM/IJSM/?type=current](http://www.im-reports.com/SM/IJSM/?type=current) in the July edition of the International Journal of Sport Marketing and Sponsorship (Volume 6 number 1) --na

### From the Back Cover

'We are desperate for a text in this area.'

Dr Kamel Mellahi, Lecturer in Strategic Management, Loughborough University Business School, Loughborough University, UK

'In the process of a professionalisation of sports businesses in general and sport management in particular, I strongly recommend this book. It offers a perfect guide to students as well as experienced professionals for the 21st Century.'

Jos Verschueren, Programme Director Sports Management, VLEKHO Business School, Brussels, Belgium

'A comprehensive and useful text that will be recommended reading to all those studying the management of sport at undergraduate and postgraduate levels.'

Dr Peter Williams, School of Leisure, Hospitality and Food Management, University of Salford, UK

'Unlike many other textbooks, Beech & Chadwick's book is not lacking in management theory. It is useful for academics teaching the subject as well as for practitioners in a sport business.'

Paul De Knop, Full Professor in sport management and sport sociology at the Universities of Brussels, Belgium and Tilburg, The Netherlands.

The scale and importance of the lucrative sport industry demands quality business professionals. This ground-breaking new book equips the manager and future manager of sport organisations with the tools they need. *The Business of Sport Management* is ideal for students of sports management on programmes of leisure studies, sports studies and business studies. Written and contributed to by leading academics and practitioners in the UK, Europe and Australia it is also of great interest to practitioners working in sport businesses.

Blending both theory and practice *The Business of Sport Management* looks at the distinctive context of sport organisations. It examines the sport management theories and practice within functional areas such as finance, human resource management and marketing. Finally it considers important contemporary issues such as risk management, the media, sponsorship and merchandising. Set in an international environment the

authors have chosen stimulating examples from a wide variety of sports.

## **Key Features**

- The first business focussed textbook to meet the needs of the sport management student outside the US.
- Many original case studies and examples of a wide variety of sports encourage students to apply the theory to real world scenarios.
- Learning outcomes, questions, exercises and ideas for further research help students structure their progress.

## **About the Editors**

**John Beech** is the head of Leisure, Sport and Tourism Management at Coventry Business School, Coventry University.

**Simon Chadwick** lectures at Leeds University Business School, the University of Leeds.

## **About the Author**

John Beech is the Head of Leisure, Sport and Tourism Management at Coventry Business School where he teaches on the MBA Sport Management and BA Sport Management programmes. His research interests are in the areas of internet sports marketing and sports business history.

Simon Chadwick lectures in Marketing at Leeds University Business School, where he is also a member of the Sport Management Research Group. He has published extensively in the areas of sport marketing and commercial strategy in sport, and has recently worked with the Institute of Football Management and Administration, the Premier League, English professional football clubs, and leading football shirt sponsors.

## **Users Review**

**From reader reviews:**

**Charlotte Ramsey:**

The actual book *Business of Sport Management* will bring you to definitely the new experience of reading the book. The author style to spell out the idea is very unique. In the event you try to find new book to see, this book very appropriate to you. The book *Business of Sport Management* is much recommended to you to study. You can also get the e-book from official web site, so you can quicker to read the book.

**Donna Kerns:**

The publication untitled *Business of Sport Management* is the guide that recommended to you to learn. You can see the quality of the guide content that will be shown to you actually. The language that writer use to explained their way of doing something is easily to understand. The copy writer was did a lot of analysis when write the book, to ensure the information that they share to you personally is absolutely accurate. You also can get the e-book of *Business of Sport Management* from the publisher to make you considerably more enjoy free time.

**Rose Watkins:**

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